



WSOC-TV

WSOC-TV
1901 North Tryon Street
Charlotte, NC 28206-2700

Abar Media
6190 Grovedale Court
Suite 200
Alexandria, VA 22310

Contract # 326146

Schedule Dates 08/11/12-08/12/12
Advertiser MoveOn.Org Political Action Committee (9418)
Agency Abar Media (2878)
Product Political - Issue (1068)
Brand 545/MOVEON.ORG (134742)
Salesperson Telerep/Philadelphia, Philadelphia (1057)
Sales Office Telerep/Philadelphia
Buyer Name SCATTERGOOD,JEFF
Phone/Fax /
CPE 545
Account Types National/Political
Billing Type Standard
Comments MOVEON.ORG
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 08/09/12
Last Modified 08/09/12
Entered By Jill Hipskind
CO-OP No
Headline # 06269405
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$3,375.00
Net Total \$19,125.00
Sales Tax

Charlotte (WSOC)

By Broadcast Month	Spots	Rate
Aug. 2012	17	\$22,500.00
Grand Total:	17	\$22,500.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	5:30A- 6A (EST)							1		1	\$550.00	\$550.00	Charlotte (WSOC)		8/9/12
2.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6A- 7A (EST)							2		2	\$800.00	\$1,600.00	Charlotte (WSOC)		8/9/12
3.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	7A- 8A (EST)							2		2	\$800.00	\$1,600.00	Charlotte (WSOC)		8/9/12
4.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	8A- 9A (EST)							2		2	\$1,200.00	\$2,400.00	Charlotte (WSOC)		8/9/12
5.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	6P- 6:30P (EST)							1		1	\$1,400.00	\$1,400.00	Charlotte (WSOC)		8/9/12
6.0	Normal Line / Spot	08/11/12-08/11/12	2	:30	11P- 11:35P (EST)							1		1	\$3,600.00	\$3,600.00	Charlotte (WSOC)		8/9/12
7.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	6A- 7A (EST)								1	1	\$750.00	\$750.00	Charlotte (WSOC)		8/9/12
8.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	7A- 8A (EST)								2	2	\$750.00	\$1,500.00	Charlotte (WSOC)		8/9/12
9.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	8A- 9A (EST)								2	2	\$1,100.00	\$2,200.00	Charlotte (WSOC)		8/9/12
10.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	9A- 10A (EST)								1	1	\$1,500.00	\$1,500.00	Charlotte (WSOC)		8/9/12
11.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	6P- 6:30P (EST)								1	1	\$1,800.00	\$1,800.00	Charlotte (WSOC)		8/9/12
12.0	Normal Line / Spot	08/12/12-08/12/12	2	:30	11P- 11:35P (EST)								1	1	\$3,600.00	\$3,600.00	Charlotte (WSOC)		8/9/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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WSOC-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station whether verbal or written.

REP HEADLINE# 6269405
*** ORIGINAL REV#0 ***

REP: TEL# 610-225-4100 FAX# 610-225-1191
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

AUG8/12 16.38
*** WSOC-TV ***

ADV # _____ ADV. NAME ISS/MOVEON.ORG REP.# _____ OFF.# 220 SALESMAN # _____
AGY # 522 AGY. NAME ABAR HUTTON MEDIA BUYER NAME JEFF SCATTERGOOD
6190 GROVEDALE COURT, SUITE 200 SALES PRSN PH- NICK WELTE
ALEXANDRIA, VA 22310
ORDER # _____ CONTRACT # 6269405 CLASS: NATL. LOCAL REGIONAL
PRDCT MOVEON.ORG EST#545 COMMENTS: (LINE, ORDER, INVOICE)
FLIGHT DATES AUG10/12 AUG14/12 WK-1
CITY TAX _____ STATE TAX _____ CO-OP BILLING NEEDED _____ DATE AUG8/12 16.38

REP: TO JILL
FR JARED
NEW MOVEON.ORG ORDER
TOTAL \$22500
PLS CNF THANKS

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE *****

:LINE#	:REP	:CD	: TIME PERIOD	: LGTH	: SEC	: RATE	: START	: END	:SPTS	: WEEK	: DAYS	:TOTL
:	:LINE#	:	:	:	:	:	: DATE	: DATE	: /WK	: INVT	:	:SPTS
			AGENCY ADVERTISER CODE =	AGENCY EST# = 545								
			AGENCY PRODUCT CODE =									
1			530A-600A	30		\$550.00	8/11	8/11	1		SAT	1
			PROGRAM : CHRIS MATTHEWS									
2			600A-700A	30		\$800.00	8/11	8/11	2		SAT	2
			PROGRAM : NEWS									
3			700A-800A	30		\$800.00	8/11	8/11	2		SAT	2
			PROGRAM : NEWS									

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:LINE#:	REP	:CD:	TIME PERIOD	: LGTH :	SEC :	RATE	: START	: END	:SPTS:	WEEK :	DAYS	:TOTL:
:	:LINE#:	:	:	:	:	:	: DATE	: DATE	: /WK:	INVT :	:	:SPTS:
4			800A-900A	30		\$1,200.00	8/11	8/11	2	2	SAT	2
	PROGRAM : GMA SAT											
5			600P-630P	30		\$1,400.00	8/11	8/11	1	2	SAT	1
	PROGRAM : NEWS											
6			1100P-1135P	30		\$3,600.00	8/11	8/11	1	2	SAT	1
	PROGRAM : NEWS											
7			600A-700A	30		\$750.00	8/12	8/12	1	2	SUN	1
	PROGRAM : NEWS											
8			700A-800A	30		\$750.00	8/12	8/12	2	2	SUN	2
	PROGRAM : NEWS											
9			800A-900A	30		\$1,100.00	8/12	8/12	2	2	SUN	2
	PROGRAM : GMA SUN											
10			900A-1000A	30		\$1,500.00	8/12	8/12	1	2	SUN	1
	PROGRAM : THIS WEEK											
11			600P-630P	30		\$1,800.00	8/12	8/12	1	2	SUN	1
	PROGRAM : NEWS											
12			1100P-1135P	30		\$3,600.00	8/12	8/12	1	2	SUN	1
	PROGRAM : NEWS											

AUG/12 22500.00

CONTRACT TOTAL 22500.00
 TOTAL SPOTS 17

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:LINE#:	REP	:	CD:		TIME PERIOD	:	LGTH :	SEC :		RATE	:	START	:	END	:	SPTS:	WEEK :		DAYS	:	TOTL:
:		:	LINE#:	:		:		:			:	DATE	:	DATE	:	/WK:	INVT :			:	SPTS:

MARKET TOTALS	\$22,500	WSOC 100%	WBTB 0%	WCNC 0%	WCCB 0%	WJZY 0%	WMYT 0%	WAXN 0%
			CABL 0%					

ONE STATION BUY

SVC- NSI
DEMOS- RA35+*

AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date: <u>8/8/12</u>
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I, Jeff Scattergood
do hereby request station time concerning the following issue:

MoveOn.Org

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
:30	As Scheduled				

Total Charges:

This broadcast time will be used by: MoveOn.Org

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☒ **Yes**

 ☐ **No**

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

MoveOn.Org

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☒ a committee; ☐ an association; ☐ or other unincorporated group.

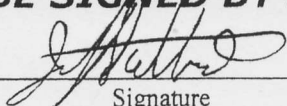
The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

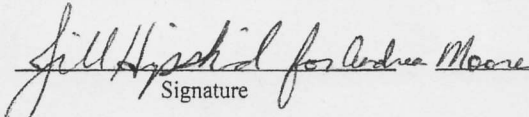
8/8/12
Date


Signature

703-299-0395
Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected

 JILL HIPSKIND NAB SALES ASST
Signature Printed Name Title